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<b>Substitute Form 1495 TO</b> <b>INFORMATION DISCLOSURE</b> <b>STATEMENT BY APPLICANT</b>  Date Submitted: April 8, 2010  (use as many sheets as necessary)				<b>Complete if Known</b>	
				<b>Application Number</b>	09/714,665
				<b>Filing Date</b>	11/17/2000
				<b>First Named Inventor</b>	Michael William URBANSKI
				<b>Art Unit</b>	3622
				<b>Examiner Name</b>	D. Champagne
				<b>Attorney Docket Number</b>	057234-0101
<b>Sheet</b>	1	<b>of</b>	3		

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
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	A2	5,754,939	05/19/1998	Herz et al.	
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Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Documents	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				
	B1	JP 2000-020433	01/21/2000	Ninagawa et al.	Eng. Translation	
	B2	WO 00/54201	09/14/2000	Haitsuka et al.		
	B3	KR 2002-0028145 (Appln. No. KR 2000-59098)	04/16/2002	Lee	Eng. Abstract	

NON PATENT LITERATURE DOCUMENTS			
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Substitute for form 1449/PTO		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  Date Submitted: April 8, 2010  (use as many sheets as necessary)		Application Number	09/714,665
		Filing Date	11/17/2000
		First Named Inventor	Michael William URBANSKI
		Art Unit	3622
		Examiner Name	D. Champagne
		Attorney Docket Number	057234-0101
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Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
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	C2	Cheverst et al., "Developing a Context-aware Electronic Tourist Guide: Some Issues and Experiences," ACM Press, pp. 1-8, (2000).	
	C3	Long et al., "Rapid Prototyping of Mobile Context-Aware Applications: The Cyberguide Case Study," ACM Press, pp. 97-107 (1996).	
	C4	The Gale Group, "Dollars and Eyeballs: The Net Advertising Equation," <i>Publ. Techn. Review</i> , Vol. 3, No. 10, 4 pgs. (1996).	
	C5	Gallagher et al., "A Framework for Targeting Banner Advertising on the Internet," <i>Proc. Of the Thirteenth Hawaii Int'l Conf. on Sys. Sci.</i> , Vol. 4, No. 7, pp. 265-274 (1997).	
	C6	Gwertzman, "Autonomous Replication in Wide-Area Internetworks," <i>Center for Research in Computing Techn., Harvard Univ.</i> , 3 pgs. (1995). [ABSTRACT]	
	C7	Bunn, "Machine Age, E-lectioneering," <i>The Village Voice</i> , Vol. XLIII, No. 17, 3 pgs. (1998).	
	C8	Clark, "DoubleClick Localizes Web Ads," <i>CNET News.com</i> , 2 pgs. (1998).	
	C9	NetGravity AdServer AdMaster's Guide, pp. 1-59 (1999).	
	C10	NetGravity AdServer User Assistance Guide, pp. 1-329 (1998).	
	C11	NetGravity AdServer 3.5 Announcement, 3 pgs., (1998).	
	C12	Office Action cited in U.S. Patent Application No. 10/654,265 dated 05/09/2006, 10 pages.	

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	C13	Office Action cited in U.S. Patent Application No. 10/654,265 dated 1/4/2007, 11 pages.	
	C14	Office Action cited in U.S. Patent Application No. 10/654,265 dated 8/24/2007, 9 pages.	
	C15	Office Action cited in U.S. Patent Application No. 10/654,265 dated 5/12/2008, 21 pages.	

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